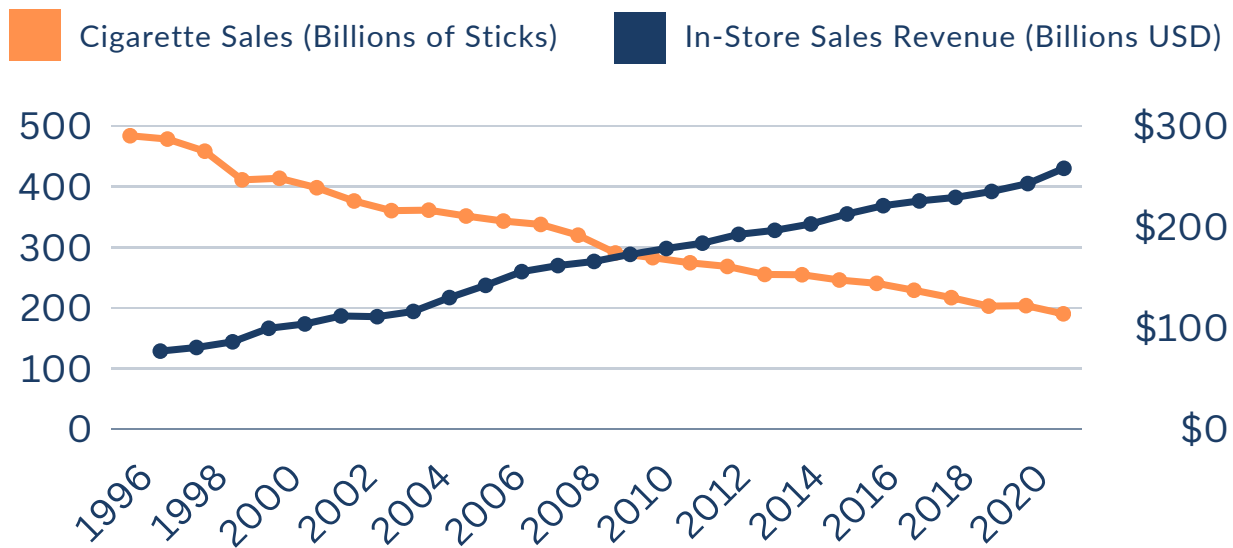


# INDUSTRY MYTH: “FLAVOR BANS ARE BAD FOR BUSINESS”

Debunking one of the tobacco industry’s favorite lies

## FACT: CONVENIENCE STORES ARE THRIVING DESPITE DECLINING CIGARETTE SALES

While cigarette sales have been declining in the U.S., the number of convenience stores, in-store sales revenues, cigarette sales revenues and profits have all generally increased.



Tauras, JA & Chaloupka, FJ, The Economic Effects of Cigarette Sales and Flavor Bans on Tobacco Retail Businesses, 2023.



“The data demonstrate that **tobacco retail businesses have successfully adapted to changes in market conditions, including the implementation of tobacco product flavor bans.**”

— The Economic Effects of Cigarette Sales and Flavor Bans on Tobacco Retail Businesses, Tobacconomics

John Tauras, Ph.D.

University of Illinois Chicago

Frank Chaloupka, Ph.D.

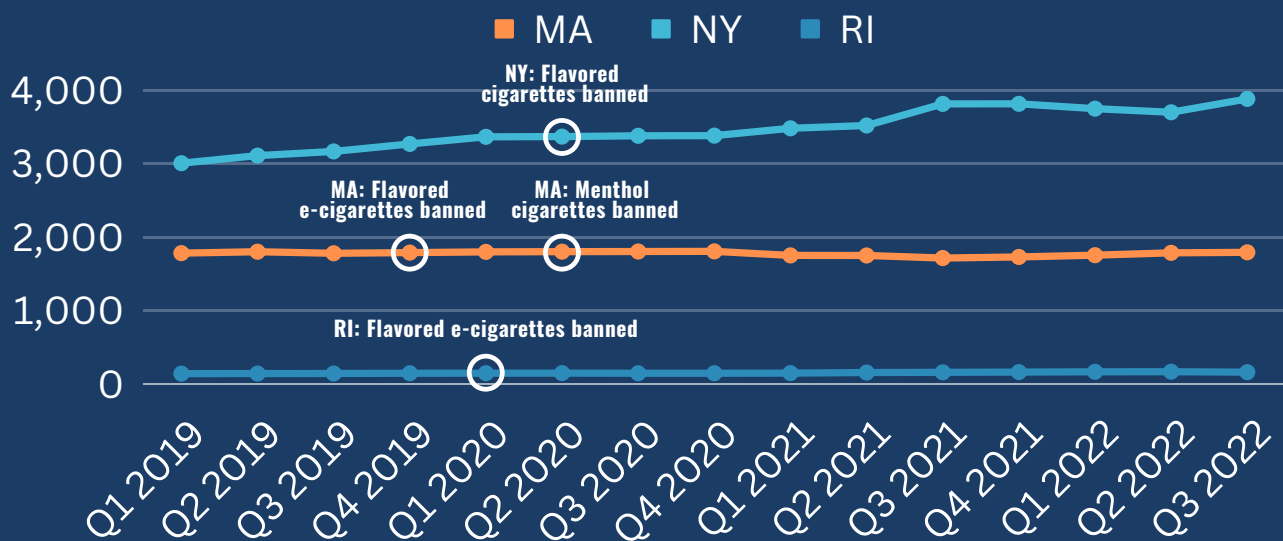
University of Illinois Chicago and National Bureau of Economic Research

# FACT: FLAVOR BANS HAVE MINIMAL IMPACT ON TOBACCO RETAILERS

State laws restricting the sale of flavored tobacco products did not lead to any meaningful reduction in the number of convenience/tobacco stores or employees, nor did they reduce wages in convenience stores.

Money spent on tobacco products in retail stores does not disappear when smokers quit or cut back, but simply shifts to consumer spending on other goods and services, including other products sold in convenience stores.<sup>1</sup>

## Number of convenience stores per quarter<sup>2</sup>



1. FDA, Tobacco Product Standard for Menthol in Cigarettes, Preliminary Regulatory Impact Analysis, May 4, 2022  
 2. Tauras, JA & Chaloupka, FJ, The Economic Effects of Cigarette Sales and Flavor Bans on Tobacco Retail Businesses, 2023.

## WHAT MAYORS SAY ABOUT ELIMINATING FLAVORED TOBACCO PRODUCTS

“Black children in Cleveland and elsewhere have been the target of menthol cigarette marketing for decades. We need to put an end to this and encourage business practices that help not hurt the health of our communities, especially children.”

Cleveland Mayor Justin Bibb

“Mayors are closest to the problem. We see first-hand the effects of flavored tobacco and the target marketing. If we were able to eliminate flavored tobacco in minority or low-income communities, we could have healthier communities.”

St. Louis Mayor Tishaura Jones

